The Giving Partner
The intersection of community and philanthropy.

Library Foundation for Sarasota County

LIBRARY FOUNDATION
FOR SARASOTA COUNTY

REVIEWED
BY YOUR COMMUNITY FOUNDATION

SUMMARY

Mission

The mission of the Library Foundation for Sarasota County is to secure the future of our libraries as an indispensable community resource.

Contact Information

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General Information

Nonprofit	Library Foundation for Sarasota County
Organization Does Business As (DBA)	
Library Foundation for Sarasota County Inc.	
Tax Exempt Status	Public Supported Charity
Incorporation Year	2012
Awarded Community Foundation Grant	Yes

State Charitable Solicitations Permit	Yes Nov 2017
State Registration	Yes Jan 2018

BACKGROUND & NEEDS

Impact Statement

Accomplishments 2016-2017

- As of 4-30-17, the Library Foundation has assets of $1.2 million after 5 years of operations. We have no liabilities. A 2014 audit provided a clean opinion with all standards met.The 2016 audit is currently underway.
- On 12-31-16, we completed a $550,000 campaign for a new Children's Literacy Endowment which will support the Imagination Library and other early literacy programs in perpetuity. Currently, 700 children enrolled in Imagination Library program.
- Replacement of AV equipment and installation of Telepresence videoconferencing technology in Selby and Jacaranda libraries to bring in speakers, virtual field trips, and workshops from around the world.
- **Goals** - **2018**
- **Fast Track to Reading Campaign** to raise $200,000 for more e-books, audiobooks and databases for our libraries. The System is far behind other Florida libraries in the numbers and breadth of electronic resources. The System collections budget is static.
- **Funding for MakerSpaces** to create special places in libraries where people come to create STEAM (science, technology, engineering, art and math) projects facilitated by staff. Cost is $120,000 over 2 years.

Needs Statement

1. Children's Literacy Endowment: In November 2015, the Library Foundation launched a campaign to raise $500,000 for a children's literacy endowment by December 31, 2016. Board members Pat and Bob Gussin made the first leadership gift, challenging others to join them in ensuring that there will always be funds to support early literacy programs for children at our libraries, such as the Imagination Library program currently funded by the Foundation. The Observer newspapers and the Venice Sun are our media partners in the Campaign. To date, $260,000 has been raised. Gifts of all sizes are needed to support the endowment.

2. Telepresence: The Library Foundation will purchase and install Telepresence software and new audio-visual equipment in the community rooms of 6 additional libraries, with top-of-the-line components to make it possible to live simulcast programs from one library to another – and from locations around the world. Audience members will engage in lively conversation with the presenter and each other from library community rooms all over the County, without ever leaving their neighborhoods. Children will go on virtual field trips across the globe.

Funding has been secured and Telepresence is installed in the Selby and Jacaranda libraries. We are looking for visionary investors to provide $150,000 to complete Telepresence installation in the remaining 6 libraries. Recognition opportunities are available.

3. Unrestricted Gifts: Unrestricted gifts of $1,000 and more are always welcome to secure the future of our libraries. The Board of Directors will direct half of major unrestricted gifts to the endowment.

Background Statement

The Library Foundation was launched in April, 2011 after over two years of planning and research. 2011 was spent incorporating our foundation, creating a sound organizational foundation, and a solid board of directors with all making monetary contributions. We received our 501(c)(3) approval in May, 2012 and formally announced our organization and activated our website. Coinciding with the announcement of the Library Foundation was the recognition of our library system as Library of the Year 2012 by the Florida Library Assn. To leverage that acknowledgement and to implement one of our goals to create awareness of our library system, we conducted a 12-month educational campaign of all the resources and services of our libraries, funded by a grant from the Gulf Coast Community Foundation.

On July 1, 2016, we hired Suzanne Seiter as our first Executive Director, another step forward in the maturity of the Library Foundation.

Statement from the Board Chair

Establishing the new Library Foundation is similar to starting a small business with the inherent challenges of creating policies and procedures, developing budgetary, strategic and communications plans and raising funds to ensure goals are met. However, a big difference is the passion and dedication that the Board of Directors bring to the mission and goals. It seems most people have a "library story" that glows warmly as a memory. With that comes the determination that future generations will enjoy "library memories" also. Personally, my love of libraries evolved from my pre-school days, through my legal career, to my current involvement and leadership with the Foundation. There is nothing as positive as a library, which always brings a smile when I visit weekly. Seeing the activities with children, teens, seniors and even pets (Reading with Pets programs) confirms the impact of libraries as meeting places that foster literacy, problem solving and pubic dialogue. With 24/7 online access to library databases, ebooks and information, the the library system is reaching even more people. The Foundation looks forward to initiating a community discussion about the future of our libraries, what they may be and the potential they hold.

Statement from the CEO/Executive Director

Libraries are the cradle of our American democracy where ideas and imaginations are born and nurtured. Since the early days of our free, public library system, the neighborhood library has been the nexus of people, programs and platforms for learning, for entertainment, for community engagement. The library is one of the most versatile and nimble of government institutions, and it continually reinvents itself to meet the changing needs of its constituents.

We all have a library story. My earliest memories include getting my first library card at the Grosse Pointe, MI Public Library and, in my teens, spending many evenings at the Abington, PA Public Library completing homework assignments (and meeting friends!) As a young mother, I had the pleasure of serving as a Trustee of the Westlake, OH Public Library and brainstorming designs for the children's room in a new building. I spent 9 wonderful years at the Free Library of Philadelphia Foundation working on its first capital campaign to renovate 45 branches and later to lead the communications and development team. When I came to Sarasota in 2007, connecting with the library was a natural extension of my love for libraries and the magical ways they change lives and transform communities.

Sarasota County residents and visitors love their libraries! More than 80% of county residents have a library card. More than 10,000 people walk through the doors of our 9 libraries each day and another 25,000+ visit us online. They are attracted by the knowledgeable and helpful staff, the huge number of print and online resources, the rich and varied programming for people of all ages and the sense of community built through One Book, One Community and other county-wide learning initiatives. Hundreds of residents belong to one of our active Friends groups.

The Library Foundation is committed to securing the future of our libraries and to spreading the word that tax dollars alone cannot sustain first class libraries. We look forward to sharing more with the community about the value of our Sarasota County libraries and inviting individuals, businesses and foundations to join us in supporting them financially.

Areas Served

FL- Sarasota

There are 9 libraries in Sarasota County. Our Foundation provides assistance to all nine.

Service Categories

Primary Organization Type	Public & Societal Benefit
Secondary Organization Type	Education

PROGRAMS

Imagination Library

Description	The Sarasota County Imagination Library was created in 2009 with a grant from the Community Foundation to provide books to children in 12 County zip codes where the need for early literacy skills is greatest. The cost of the Imagination Library is $25/year per child for 12 books mailed to the home of eligible children. Donors can ensure that a child enters school with strong literacy skills and a love of reading for $125/child for all five years. In 2013, the Library Foundation assumed responsibility for funding the Imagination Library. The Library Foundation raised more than $85,000 from foundations and individual supporters to complete the program for children enrolled and to enroll new children. The Library staff expects to have 1,000 children enrolled by 12/31/16. We have also created a Children's Literacy Endowment at the Community Foundation for Sarasota County to ensure there will always be funds to support children's literacy programs.
Budget	$25,000.00
Category	Education, General/Other Education, General/Other
Program Linked to Organizational Strategy	Yes
Population Served	Infants to Preschool (under age 5) At-Risk Populations At-Risk Populations
Short Term Success	By the end of the 5-year period, eligible children will have a home library of 60 books which parents and caregivers will have read to them. Research has shown that the availability of reading materials in the home and how often a parent or caregiver reads to a child are primary indicators for the development of strong early literacy skills and later success in reading and learning in school. In June, 2016 there were more than 650 children enrolled through Children First, the Early Learning Coalition and other Library partners who target children with the greatest early literacy learning needs.

Long Term Success

· 74% of students who fail to read proficiently by the end of third grade falter in the later grades and often drop out before earning a high school diploma.

· By age three, low-income children have heard 30 million fewer words than higher-income children.

The National Campaign for Grade Level Reading is addressing the problem by concentrating on three areas where low-income children fall short: school readiness, school attendance and summer learning. The goal is: by 2020, a dozen or more states will increase by at least 100% the number of low-income children reading proficiently by the end of 3rd grade.

Program Success Monitoring

Evaluations by parents are completed by the Library staff. Parents report the children race to the mailbox to find the book each month. Parents and caregivers read more to their children and visit the library more.

Program Success Examples

Laurie Dillon, parent of two children in the Imagination Library program, reports that her children sit still better, quiet down better for bedtime, and are more curious about many things since starting in the Imagination Library program. They beg to be taken to the library and bring books home.

Telepresence

Description	The public library has always been a community gathering place. Today, more than ever, libraries serve the role of connecting people with ideas and with each other – both in person and through technology. The Library Foundation is undertaking a bold new project to make the Sarasota County libraries a model of connectivity, a forum of ideas in the community's "living room." The Library Foundation is installing Telepresence technology, including all new audio/visual equipment, in our libraries in the next 12 months. This technology will make it possible for a program presented at one library to be simulcast to other libraries, with participants in every location able to ask questions and interact with the presenter in real time. Telepresence will also make connect children and adults to programs and virtual field trips around the world, all from the comfort and convenience from their neighborhood library community room.
Budget	$275,000.00
Category	Education, General/Other Library
Program Linked to Organizational Strategy	Yes
Population Served	Families Adolescents Only (13-19 years) Adults
Short Term Success	We anticipate increased new program offerings in response to Telepresence and increased attendance at existing programs. The first installation was completed in May 2016. The opportunities for programs using Telepresence are unlimited. Examples are author presentations, cultural programs such as Ringling Museum, Florida Studio, Venice Theatre, Asolo, youth exchanges such as trivia competitions, enhancing foreign languages by virtually talking with other youth in foreign countries, toddlers listening to story time by Mother Goose, participating in National Geographic virtual field trips, and lifelong learning and TED presentations. This project will impact all ages countywide. The County will use this technology for staff training and meetings, eliminating need to travel to a central site but rather to a north or south county library. This system-wide project will put the Sarasota County Library System on the cutting edge of library programming technology serving as a model for library systems throughout the country.

Long Term Success	Sarasota County libraries will extend the reach of existing programs such as One Book, One Community, Summer Reading, Teen Read Week and National Library Week, as well as expanding programming with the Area Agency on Aging, including the new Achieving Positive Balance Series: 4 Keys to a Healthy and Fulfilling Life after 50. Opportunities for additional lifelong learning are limitless. Expanding programs for youth, such as the Teen Trivia Challenge are anticipated. Increasing the popular technology instruction program on how to use smartphones, tablets, digital photo albums, Pinterest and many of the new digital services will help meet the current and growing demand at all libraries. Telepresence will enhance community partnerships like the Ringling Museum and Education Outreach Series and the Herald Tribune hot topic panel discussions. Lecture series and author book talks, held at several of the libraries, can be simulcast with cross-county discussions. New collaborations to include Venice and North Port Art Centers, Venice Little Theater and Lemon Bay Playhouse and Florida Studio Theatre are probable.
Program Success Monitoring	Sarasota County libraries will measure the number of programs simulcast using Telepresence and the new audio-visual equipment, the number of participants at the host site and connected sites, and the number of programs accessed from sites around the world.
Program Success Examples	Evaluation is still in the planning stages. Likely outcome measurement will be in the number of Telepresence events, demographics of those attending, and categories of programming used with quantifiable statistics. Follow up with participants to monitor behavioral change, such as improved reading stills may be included. Surveys of users will most likely provide measurement of success.

Comments

Program Comments by Organization

The future of libraries is an ongoing discussion. Our Foundation plans to lead the community conversation about what our libraries will be in the next decade and beyond. The Aspen Institute, with support from the Gates Foundation, has started a national conversation about The Future of Libraries in the Digital Age.

With digital advances, we want to be on the leading edge to ensure that our library system offers not only technological equipment/software/databases but reaches even more children, youth and adults by offering programs/activities and presentations and discussion events that stimulate educational growth, build a stronger community and foster global understanding.

A challenge we have is to show that libraries have not become obsolete but have continued to change with the times and become increasingly more valuable as a community resource. Another challenge is to show the positive impact that libraries have on individuals and a community like Sarasota County. Studies show that reading from birth through retirement results in raising our quality of life overall. Hearing the experiences of teens who began reading through public library programs and continue into adulthood with library usage and seeing an adult who benefits from job search resources of a library are rewarding and important. Learning that the only socialization that some people, especially seniors, have is their visits to a library and socializing with library staff or other seniors is eyeopening. We want to share these stories and the many faces of public libraries so that the community will continue to fund library advancements through tax dollars and the private funds secured by the Library Foundation to endow and secure the future of early literacy and technology advancements. In 2018, we will expand the conversation about our libraries to include regular annual visits to our Sarasota County Commissioners and the local media so that they (and the community) are better informed

about the role of Sarasota County libraries and the need for sustainable funding to provide outstanding spaces, resources and programs.

MANAGEMENT

CEO/Executive Director

CEO/Executive Director	Ms Suzanne Seiter CFRE
CEO Term Start	July 2016
CEO Email	ed@sarasotalibraryfoundation.org

Experience
The Library Foundation appointed Suzanne Seiter as its first Executive Director effective July 1, 2016. Ms. Seiter has served as a consultant to the Library Foundation since it received its 501 (c)(3) status in May 2012. This is a significant step forward in the maturity of the organization.

The Foundation contracts with two additional professionals for clerical/database operations and bookkeeping. This format fits our organization at this stage of development.

Staff & Volunteer Statistics

Full Time Staff	1
Part Time Staff	0
Staff Retention Rate %	100
Professional Development	Yes
Contractors	3
Volunteers	15
Management Reports to Board	Yes
CEO/Executive Director Formal Evaluation	Yes
Senior Management Formal Evaluation	N/A
NonManagement Formal Evaluation	N/A

Collaborations

The Library Foundation works closely with Library System administration, the Library Advisory Board and the Friends groups of all nine of our libraries. We also collaborate with business, community and non-profit organizations as needed on projects/goals. We co-sponsor some events such as the One Book, One Community kickoff with the Conservation Foundation of the Gulf Coast, Summer Reading Program Artists in Libraries with the Arts and Cultural Alliance of Sarasota County and Mobile Literacy Lab with the Boys and Girls Club of Sarasota County. We work closely with Children First, the Early Learning Coalition and other early childhood programs to enroll eligible children for the Imagination Library program. Each year, guests at our author luncheon donate books for distribution to families in need through All Faiths Food Bank.

Comments

Management Comments by Organization
The Library Foundation Board spent its first two years of operation creating the foundational building blocks for a strong, non-profit organization including an active and contributing Board of Directors. We have and are creating the policies and procedures needed for smooth and transparent management and financial operations. We have contracted for data base, bookkeeping and administrative support and have just hired our first part-time executive director.

We have created the marketing fundamentals of mission, messaging, web site and graphic identity. We have created our case for support, purchased donor management software and have created our list of top and secondary donor prospects.

We are working with our Board and Library leaders to focus our fundraising efforts so we meet the greatest needs of our libraries now and secure the long term health and viability of the Sarasota County libraries. Our fundraising efforts continue to grow with four successful annual author luncheons, and our Leaders' Circle with over 70 annual donors of $1,000+. We have secured grants from Selby Foundation, Gulf Coast Community Foundation, Roberta Sudakoff Foundation, Bladel Foundation, Community Foundation of Sarasota County, Publix Charities Foundation and various donor advised funds. These leverage our ability to enhance children and adult literacy programs and provide new technology to our library system.

Our challenge is to continue to progress with our projects while simultaneously trying to build our endowment fund for financial sustainability.

GOVERNANCE

Board Chair

Board Chair	Ms. Linda Getzen
Company Affiliation	retired attorney
Board Term	Jan 2014 to Dec 2017
Board Chair Email	lindagetzen@gmail.com

Board Members

Name	Affiliation	Status
Ms Katherine Buley	STAR Student	Voting
Ms Claudia Cardillo	retired corporate executive	Voting
Ms. Connie Hake Davis	Community Volunteer	Voting
Mrs. Karen Eastmoore	community volunteer	Voting
Ms. Linda Getzen	retired attorney	Voting
Mr. Kenneth Goldstone	Full Sail University	Voting
Mr. Charlie Huisking	retired journalist	Voting
Mr. John Jakes Emeritus	bestselling author	Voting
Mrs. Helen McBean	retired educator, community volunter	Voting
Ms. Lydia McIntire	Community Volunteer	Voting
Mrs. Isabel Norton	Community Volunteer	Voting
Mrs. Barbara Siemer	Community Volunteer	Voting
Mr. Hank Tafaro	Community Volunteer	Voting
Mr. Bob Vedder	consultant, retired newspaper publisher	Voting

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	13
Hispanic/Latino	0
Native American/American Indian	0
Other	0 0

Board Demographics - Gender

Male	5
Female	9
Not Specified	0

Governance

Board Term Lengths	3
Board Term Limits	2
Board Orientation	Yes
Number of Full Board Meetings Annually	9
Board Meeting Attendance %	82
Board Self-Evaluation	Yes
Written Board Selection Criteria	Yes
Percentage of Board Making Monetary Contributions	100
Percentage of Board Making In-Kind Contributions	20
Constituency Includes Client Representation	Yes

Standing Committees

Nominating

Marketing

Finance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Board Governance

Legislative

Comments

Governance Comments by Organization

All board members serve on and are active on at least one committee. Committees meet at least monthly quarterly. All board members serve on the donor outreach/development committee and are dedicated to securing the future of our library system. Board members are former professionals, library users and advocates and philanthropists.

FINANCIALS

Current Financial Info

Fiscal Year Begins	2017
Fiscal Year Ends	2017
Projected Revenue	$231,500.00
Projected Expenses	$221,006.00
Total Projected Revenue includes "in-kind" contributions/ donations	No
Endowment Value	$950,000.00
Spending Policy	Income Only
Spending Policy Percentage	4.5
Tax Credits	No

Capital Campaign

In a Capital Campaign	No

Campaign Purpose
New digital resources for libraries - e-books, audiobooks, databases

Campaign Goal	200000
Dates	Nov 2017 to Mar 2019
Raised To Date	50000 as of July 2017
Anticipate Campaign Within Next 5 Years?	Yes

IRS Form 990s

Form 990 2016 Extension Request

Form 990 2016

Form 990 2015

990 2014

Form 990

990

990 EZ

Audit/Financial Documents

Balance Sheet

Income and Expense Statement

Audit Letter

Audit

Balance Sheet

Balance Sheet

Audit

Solvency

Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	3077.66	--	5377.15

Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	0%	0%	0%

Historical Financial Review

Revenue and Expenses

Fiscal Year	2016	2015	2014
Total Revenue	$702,473	$366,394	$279,294
Total Expenses	$230,875	$250,049	$110,036

Revenue Sources

Fiscal Year	2016	2015	2014
Foundation and Corporation Contributions	$0	$0	$0
Government Contributions	$0	$0	$0
Federal	$0	$0	$0
State	$0	$0	$0
Local	$0	$0	$0
Unspecified	$0	$0	$0
Individual Contributions	$522,607	$242,137	$181,194
Indirect Public Support	$0	$0	$0
Earned Revenue	$26,137	$0	$0
Investment Income, Net of Losses	$9,947	($7,346)	$8,263
Membership Dues	$0	$0	$0
Special Events	$143,782	$131,603	$89,837
Revenue In-Kind	$0	$0	$0
Other	$0	$0	$0

Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	$151,849	$224,122	$96,159
Administration Expense	$79,026	$25,927	$13,877
Fundraising Expense	$0	$0	$0
Payments to Affiliates	$0	$0	$0
Total Revenue/Total Expenses	3.04	1.47	2.54
Program Expense/Total Expenses	66%	90%	87%
Fundraising Expense/Contributed Revenue	0%	0%	0%

Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	$1,083,338	$610,951	$494,698
Current Assets	$1,083,338	$610,951	$494,698
Long-Term Liabilities	$0	$0	$0
Current Liabilities	$352	$0	$92
Total Net Assets	$1,082,986	$610,951	$494,606

Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	Contributions, gifts, grants $522,607	Contributions, gifts, grants $242,137	Contributions, gifts, grants $181,194
Second Highest Funding Source & Dollar Amount	Fundraising $143,782	Fundraising $131,603	Fundraising $89,837
Third Highest Funding Source & Dollar Amount	Net Gain from Sale of Assets Other Than Inventory $26,137	0 $0	Investment Income $8,263

Comments

Financial Comments by Organization

Since incorporation, May, 2012, we have now have $950,000 in endowed funds split between a new Children's Literacy Endowment ($550,000) at the Community Foundation for Sarasota County and a Sustaining Endowment ($250,000) at the Gulf Coast Community Foundation. In addition there is an unrestricted endowment of $150,000 at the Community Foundation. For our first five years, half of the net proceeds of our Annual Author Luncheon has been allocated to the endowments by the Board of Directors.

The challenge is to keep our board motivated to raise funds and to grow our Leaders Circle of donors ($1,000 and up annual donors) from our current 70. The Board is still vested 100% in major gifts yearly and all are in the Leaders' Circle.

We also act as fiscal agent for the County Library System for literacy programs totaling $215,000.

Financial Comments by Foundation

Foundations and corporations are included with included with individual contributions as they are not separated in the 990. Financial figures were taken from the 990. For 2016, financial information taken solely from unaudited compilations as the Federal tax return was not available at time of review.

PLANS, POLICIES & LICENSES

Plans

Fundraising Plan	No
Communication Plan	No
Strategic Plan	No
Management Succession Plan	No
Continuity of Operations Plan	No

Policies

Organizational Policies and Procedures	No
Written Conflict of Interest Policy	Yes
Nondiscrimination Policy	Yes
Directors and Officers Insurance Policy	No
Whistle Blower Policy	Yes
Document Destruction Policy	No

Government Licenses

Is your organization licensed by the Government?	No

Planning & Policies Comments

Planning & Policies Comments by Organization
The Board continues to consider and add new management policies as they are needed.

Planning & Policies Comments by Foundation

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